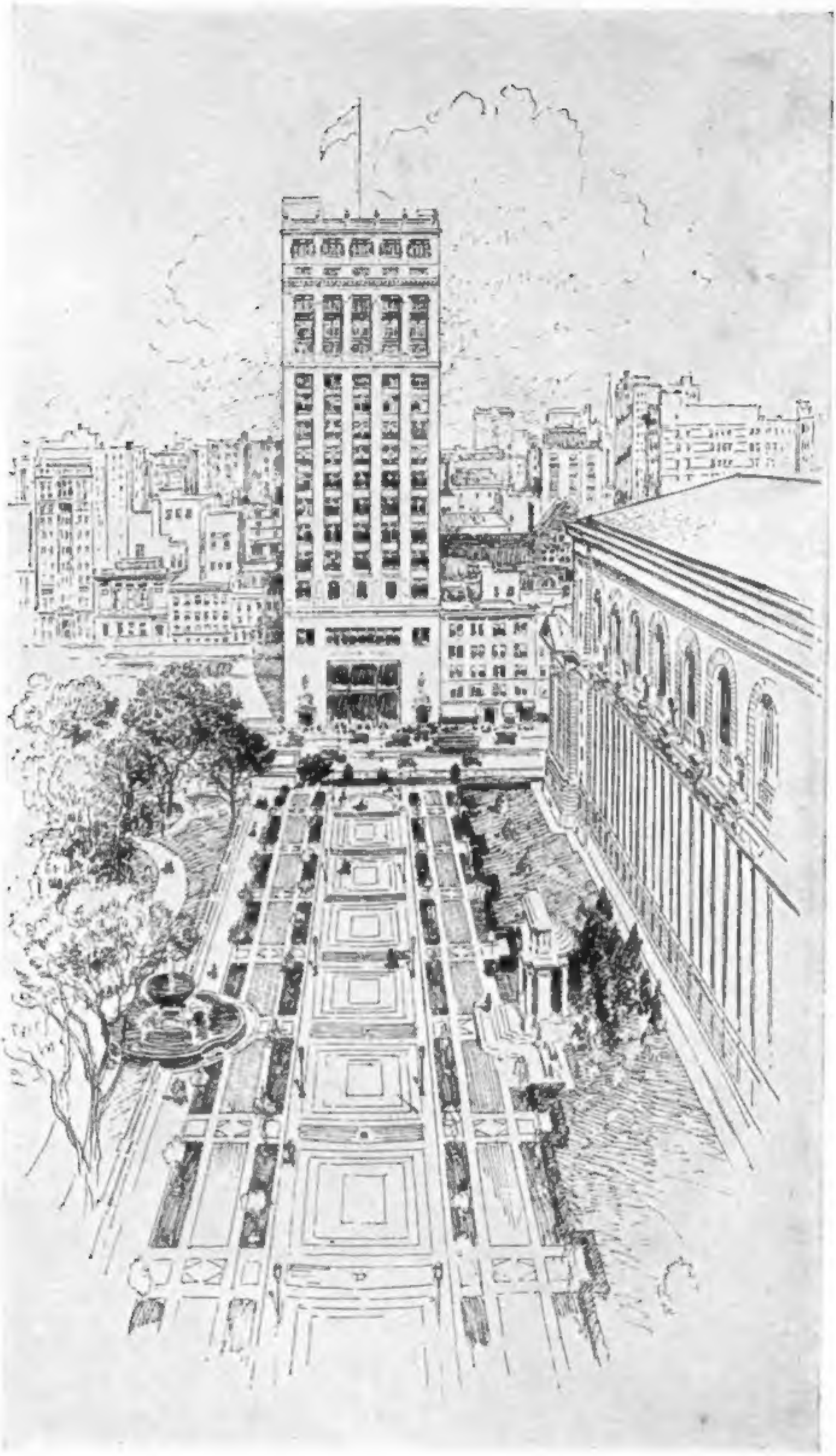
The Aeolian Vocalion

The phonograph of richer tone that you can play



"AEOLIAN HALL—the largest and finest building in the world devoted to musical interests. Aeolian Concert Hall, in this building, is the musical center of New York City. Paderewski, on the occasion of his recent American tour, made his first appearance here. That group of great artists, which includes such popular favorites as Ysaye, Bauer, Hambourg, Schumann-Heink . . . . are constantly heard in recitals in this notable hall . . . . and in this building is located The Aeolian Company's New York retail establishment—probably the finest music store in America or Europe."

THE AEOLIAN-VOCALION

THE PHONOGRAPH
THAT CALLS FORTH
NEW BEAUTIES FROM
YOUR RECORDS

MANUFACTURED BY
THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK

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1914

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A New Musical Instrument

OUT of a nursery rhyme that came whispering back from a crude, experimental machine into the ears of marvelling listeners, has grown the epic of development of a mighty world-industry.

From that first triumph of the laboratory has been created a most remarkable and wonderful instrument. An instrument which carries the immortal music of famous artists to the farthest corners of the earth—brings as audience to every musician of ability mankind en masse—has proven one of the most powerful of all influences for the extension of musical enjoyment and knowledge—The Phonograph.

The journey from that early experiment, which established the possibilities of phonographic reproduction of sound, to the remarkable instrument of today has been a long and tedious one—a constant groping upward through the haze of mechanical crudities and commercial discouragements.

The genius that blanched the night with the rays of the incandescent light, the genius that swept the human voice across a continent with the efficient swiftness of the telephone—and after them, clever minds uncounted have focused their brilliance upon this fascinating wonder of tone, the intangible, wrought into permanence and made to sound at will.

They have created the talking-machine and have brought it to a remarkable excellence and the talking-machine has won public interest and found a place in the home.

But now is come the final step in the evolution of this distinctively modern tonal marvel. The Acolian Organization, the composite genius that has become the world's greatest maker of fine musical instruments, has taken the talking-machine, the wonderful creation of mechanical and engineering thought, turned upon it the transforming power of its skill and art—and has given to the world a *new musical* instrument—The Aeolian-Vocalion.

"How smooth, how wonderfully true are these tones . . . this marvelous phonograph has but reflected them through intervening time!—"

THE AEOLIAN-VOCALION

IT IS THE LOGICAL PRODUCT OF SCIENTIFIC AND ARTISTIC CAPABILITY

THE Aeolian-Vocalion is a phonograph of wonderful perfection of tone. It represents a new phase in the development of sound-reproducing instruments, so far does its perfection outstrip the previous conception of the talking-machine.

And not only is it notable for its precision and musical quality as a phonograph, but also as an instrument which opens a field of possibilities absolutely unthought of heretofore in connection with tone-reproducing instruments.

By means of a wonderful new feature—The Graduola—the Aeolian-Vocalion has been made an instrument for musical expression. An instrument which you may *play*—through which you may express your musical ideas, your emotions.

Like most products which are a higher evolution and expression of generally recognized basic principles, The Aeolian-Vocalion was not born of a single inspiration of genius. Rather it is the logical result of scientific and artistic capability, applied without stint and aided by the entire equipment and utmost efficiency of a great organization.

The Aeolian Company has long been the largest manufacturer of musical instruments in the world. Within its organization has been

"All the voices of the orchestra this Aeolian-Vocalion sends forth; living, vibrant, with all the beauty undimmed that is graven in the record. The sweet high tones of flute and violin, the exquisite, plaintive timbre of the wood winds, the majestic, deep-throated notes of the basses, heard now for the first time from a phonograph."

gathered the greatest corps of tone and musical experts in the music industries. Its manufacturing facilities and equipment for experiment and research are unexcelled.

This Company it was that originated the player-piano and brought it to its highest state of excellence in the world-famous Pianola—that designed and is constructing a group of pianofortes recognized here and abroad as supreme in musical quality—that has created many of the world's most wonderful Pipe-Organs. The Aeolian Organization has proven itself pre-eminent in the most difficult and diversified fields of musical instrument manufacturing.

Here, indeed, was the essential combination of expert minds and unlimited means necessary to create from the talking-machine, in its present excellence, the practical ideal of a *perfected* phonograph—a new and truly artistic musical instrument.

THE WORK OF DEVELOPMENT

NOT merely mechanical and scientific skill and knowledge of the highest order were brought to the intensive work in the Aeolian Laboratories of the development of the phonograph, but, obviously, the broadest practical experience in musical instrument construction also—in unusual combination with high musical and artistic judgment and taste.

The services of Prof. Dayton C. Miller, of the Case School of Applied Science, at Cleveland, were early secured. Prof. Miller is probably the

foremost contemporary investigator in the field of the science of sound. His advice and suggestion and his wonderful Phonodiek method of photographing sound waves introduced a remarkable degree of accuracy and precision into the experimental work.

Then, as if to add climax to the epoch-marking achievement which the efforts of the Aeolian staff already promised to bring forth, The Aeolian Company came into possession of one of the most vitally important inventions in the history of the phonograph. This was a device for artistically and effectually controlling tone volume. It not only added materially to the efficiency of the phonograph in its accepted field, but also greatly increased the artistic possibilities—it made of the phonograph *a practical instrument for personal musical expression—a musical instrument in the truest sense of the term!* This was the device which has since been titled "The Graduola."

AN AEOLIAN TRIUMPH

WHEN, after a protracted period, the new instrument was brought to the high degree of refinement required of every Aeolian product, it proved one of the greatest triumphs ever achieved by the Aeolian organization.

It constituted a tremendous advance in phonograph construction—it represented a development almost as great as that made during the entire period of phonograph history up to the inception of the new instrument!

It not only met the demands of the public for ease of operation, mechanical perfection, simplicity and durability, but it swept away also the last questions and doubts of the artistic and musical importance of the phonograph which may have been entertained by musical authorities—it won the approbation of prominent musical people everywhere.

A PRACTICAL PHONOGRAPH WITH IDEAL QUALIFICATIONS

HUMAN capability is never equal to the achievement of perfection. And it is not claimed that in this instrument the final ideal of phonograph construction has been attained. The instrument is yet to be built which will reproduce sound with absolute and invariable accuracy. But in the Aeolian-Vocalion has been created an instrument which very closely achieves the *practical* ideal.

Crudities are eliminated. A wonderful coordination and simplification of parts has been accomplished. Inaccuracies in reproduction have been, indeed, reduced to a negligible minimum —made inaudible to any but the most expert and highly sensitive ear.

Truly this Aeolian-Vocalion is a new musical instrument—with the wonderful tonal possibilities, the tremendous capacity for entertainment, of *all* the world's instruments of music!

"Graceful, gliding pleasures of the dance . . . . music guides them—makes them. And how richly the Vocalion voices the lilting measures! -How full and sonorous its tones!—It is as though a great orchestra poured forth its golden harmony to speed light feet along their blithesome, tripping way."

THE AEOLIAN-VOCALION

ITS WONDERFUL LIVING TONE

IT is the music of the artist in all its original glories of tone that lives again through the Aeolian-Vocalion. The rich, vibrant tone-depths that give the noblest character to music, the subtle sound-tints that mirror quality, the exquisite *timbre*, of each orchestral instrument, the bell-clear sweetness of the tenor voice, the deep-register sonority of the baritone —*all* the beauties of the record The Aeolian-Vocalion searches out and revoices, undimmed, undistorted, surcharged with vital emotion.

Indeed, all records were but half-sounded records until The Aeolian-Vocalion came. This wonderful instrument brings out exquisite tones never heard from a phonograph before. It reveals new beauties in records that you never knew they possessed—never suspected they *could* possess, unless you have compared the wonderful work of the artists with what the talking-machine gave forth of it.

Put a record in this Aeolian-Vocalion—this "phonograph whose voice is Art." Let it be a Schubert Symphony -the one in B Minor played by the Russian Symphony Orchestra with such magnificent mastery. In this beautiful composition Schubert's inspiration finds voice through many instruments—it will be a difficult test.

Suddenly through the silence sound the great, bass notes of the tuba, voicing the opening theme. How smooth, how wonderfully true

are these tones! Surely they come from the great horn itself—this marvelous phonograph has but reflected them through intervening time.

The appealing, string beauty of the violins opens in agitated rhythm. The wood-winds rise to the militant crash of the full choir of brasses.

And, as the majestic measures unfold the pallid-pure voices of the flutes, the rich, suave tone of the 'cellos, the plaintive sweetness of the wood-winds, the sweeping staccato of the harps, the assertative majors of the brasses—sound and resound, answer and reanswer through the polyphonic mazes of gorgeous tonal harmony.

Never have you heard from a record such delicate distinction between instrument and instrument—never such subtle tonal tints. Never before from a phonograph this wonderful wood tone, this rich nobility of basses, this clear resonance of trebles!

All of the long-silent beauties of the record are finding utterance at last through The Aeolian-Vocalion.

The final notes of the Symphony have sounded and faded to silence, and now to complete the test we will try a vocal record. It is here that this wonderful phonograph gains its most striking triumph.

Softly the first phrases of song breathe forth and rise full and clear. On the melody swings, its pulsating beauty stirring you to your depths, striking straight to your heart. You forget it is but a record—a phonograph—to which you listen. You hear the *living* tones of the artist's

voice and are gripped by the power of his emotions, enthralled by the mystic wonder of his art.

As the sweet sounds are stilled, memory brings flooding back upon you all their poignant appeal, and you sit silent for many seconds, moved profoundly as though by the actual presence of the master's swaying personality.

And what is the secret of this modern miracle of sound?

Not one invention, but many.

It is a wonderful co-ordination of manifold perfect parts. Inventive genius and mechanical ingenuity, guided by an unexampled experience in musical instrument construction, musicianly taste and knowledge, combined with the precision of science, art ideals materialized by the most highly skilled workmen in the music industries—these rare factors in right proportion have created this "tonal phonograph whose voice is Art"—The Aeolian-Vocalion.

THE IMPROVED SOUND-BOX

THE sound-box is the fundamental factor in reproducing tone. It is the mount for the delicate membrane of mica—and its needle-bar and needle—which translates the tone line graven in the record into the vibrations of *living tone*.

The Vocalion sound-box, while very simple in construction, and to the casual observer little

different in appearance from sound-boxes of other make, is yet a very perfect example of scientific-instrument construction.

The diameter and depth of the sound-box, the diameter and thickness of the diaphragm, the method of mounting—these and countless other details are the result of precise scientific research.

The heavy, bass tones of orchestral instruments, the highest trebles of flute and violin—tone in its widest ranges of pitch, the Vocalion sound-box reproduces with a fidelity to the original that is little short of marvelous.

THE SYMPHONETIC HORN

TO catch up the delicate tone-waves brought into being in the sound-box, to amplify them and send them forth with all their pristine power, is the function of the phonograph horn.

The Symphonetic Horn of the Vocalion is of special composition. It is entirely new in design and construction, based on the most advanced knowledge of acoustics.

Amplification in this horn is very complete. It produces a full, round tone. And to its novel construction is due in large measure the preservation of the beautiful "string" quality heard in the tone of the violin—to it may also be credited much of the excellent balance of high and low tones, the perfect voicing of the bass tones of the viola or tuba, of the high, clear soprano and the rich, liquid baritone.

The Symphonetic Horn preserves tone quality, retains the beauties of sound revoiced by the sound-box, while giving strength and power to every tonal wave—intensifying its sonority and richness.

The Improved Sound-Box and the Symphonetic Horn are but two of many remarkable features that contribute to the supremacy of the Aeolian-Vocalion. The Vocalion is truly a wonderful co-ordination of manifold perfect parts—not one invention—scores.

"It seemed as if the orchestra itself were playing to me there in the fire-glow, where I sat . . . . . I took up the slender, flexible cable—the Graduola—and pressed the tip. Softly, beautifully those velvet tones melted away. I swelled them forth again, I pressed them down to a limpid, beautiful whisper . . . . It was enabling me—this Graduola—literally to become my own conductor . . . . . at my touch the Vocalion actually reflected every shade of my feeling."

THE GRADUOLA

"TO SUBTLY VARY—IF YOU WISH—THE TONE SHADING OF EACH RECORD—!"

NOW that you have heard the Vocalion revoice the multitudinous tones of the orchestra—the beauties from the human throat—now that you know that the tone of The Aeolian-Vocalion is the tone of every instrument in the world's great chorus—*now* you may learn that this wonderful instrument holds for you even greater joys than the mere sensing of gorgeous harmony, of glorious tonal tints.

Turn through the album and select a record which you have heard many times—Dvorak's "Humoreske." You know it phrase by phrase, yet its simple beauty has not waned with familiarity.

The sweet melody flows from a master's violin, wistful, sympathetic, wonderful in tone color. You take up the slender, flexible cable - the Graduola—and draw the tip partly out. Instantly the music softens—*responds to your touch.* Your mind follows the rhythm—an added accent here and there gives a new sprightliness, a novel charm. And now you anticipate a long sweep of the bow, delicately you diminish the tone until it is but an exquisite sigh.

The rich harmony of the interlude you hear as you have never heard it before. You are living this music. It is as if you held the violin bow in your own hand with the master's fingers at your wrist to guide and stay you.

While the closing measures murmur forth, as you by a pressure of your hand waft the final notes *softly*, *softly*, softly into silence, the full wonder and significance of the experience comes upon you.

This has been the most delightful, the most beautiful music you have ever heard—because you have not merely *heard* it, you have *felt* it, *lived* it, given to it a part of your own soul. The master violinist's skill and sweet tone have been your voice, and you have spoken from your heart.

Between music *heard* and music *played* there is a difference as between friendship and love. And with expression in music comes a lifting of the spirits, a new and clearer vision, like the clearing of the skies after the cooling, freshening shower.

This transcendent enjoyment, which heretofore has been only for the musician skilled in the technique of music, is now yours. You may *play* with the world's great chorus of tonal instruments, you may sing with the world's greatest voices—and the talent and touch of the masters smooth the difficulties—show the way.

"To subtly vary—if you wish—the tone-shading of each record—!"

That is the office of The Graduola. But a slight work it seems, yet to many thousands it means a new freedom in music—to countless scores it means a new knowledge of, a new pleasure and belief in music.

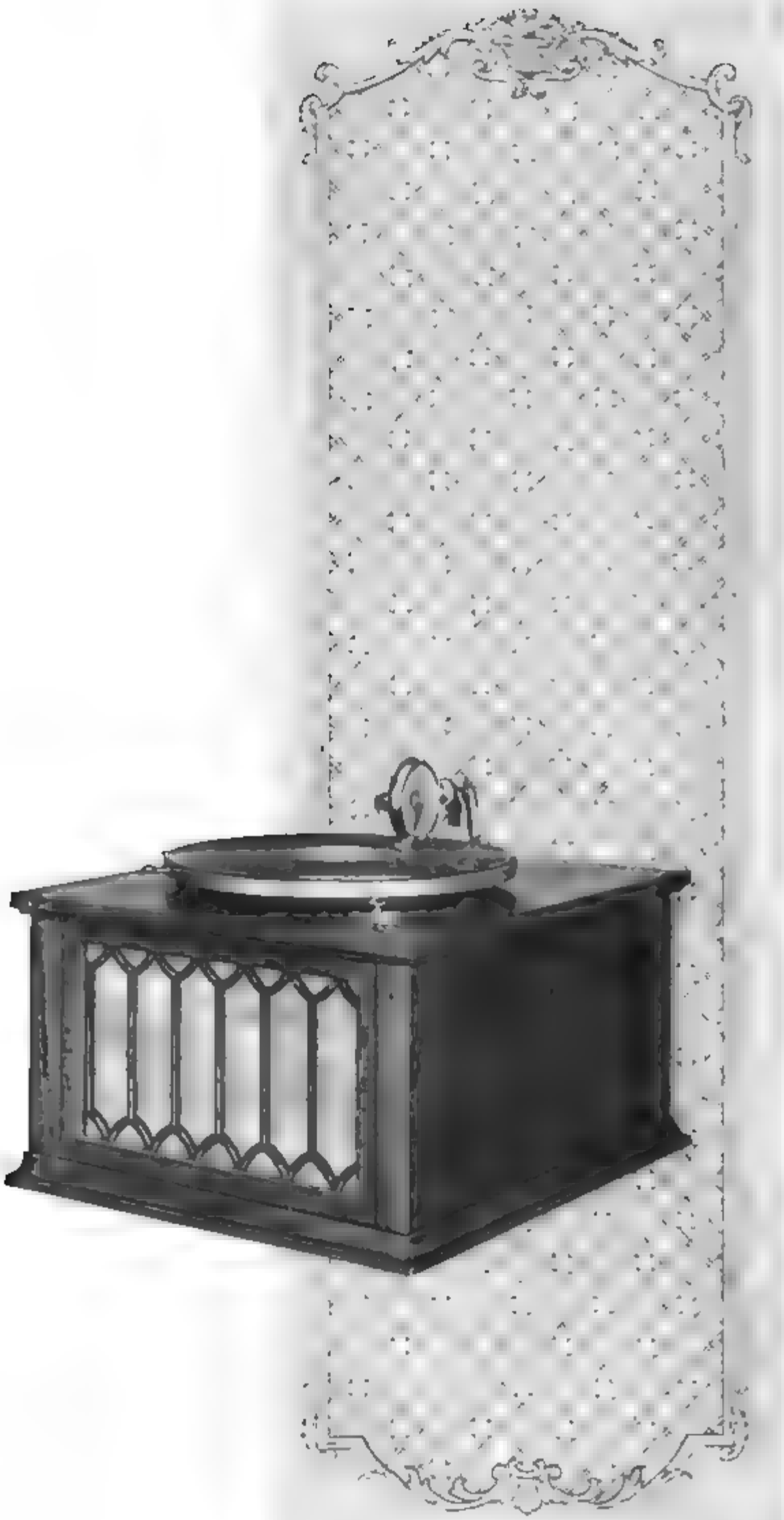
To the Phonograph it means a new and wonderful musical utility—a scope many times broadened—a greater Phonograph, a magnificent, new musical instrument.

THE AEOLIAN-VOCALION

SPECIFICATIONS AND ILLUSTRATIONS OF STANDARD STYLES

IN these standardized models of the Vocalion, which are illustrated and described on the following pages, attention is directed to the very unusual excellence of case design that has been attained. And in every instrument, even in the very moderate-priced models, a uniformly high quality of tone is secured.

Many of these standard models may be had in special woods and finishes to order. Patrons are invited to take advantage of this individual service.



SPECIFICATIONS

STYLE D

Cabinet Measurements: Height, ten and five-sixteenths inches; width, sixteen and three-eighths inches; depth, eighteen and one-eighth inches.

Case Woods: Selected Mahogany or Oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, equipped with speed regulator.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Acolian-Vocalion Needles.

Note:—This model is *not* equipped with The Graduola.

Style D—*Illustrated on opposite page. Prices, Oak or Mahogany, $35.*

SPECIFICATIONS

STYLE E

Cabinet Measurements: Height, fifteen and five-eighths inches; width, sixteen and one-quarter inches; depth, nineteen and one-sixteenth inches.

Case Woods: Selected Mahogany or Oak.

Finish: Standard piano dull finish.

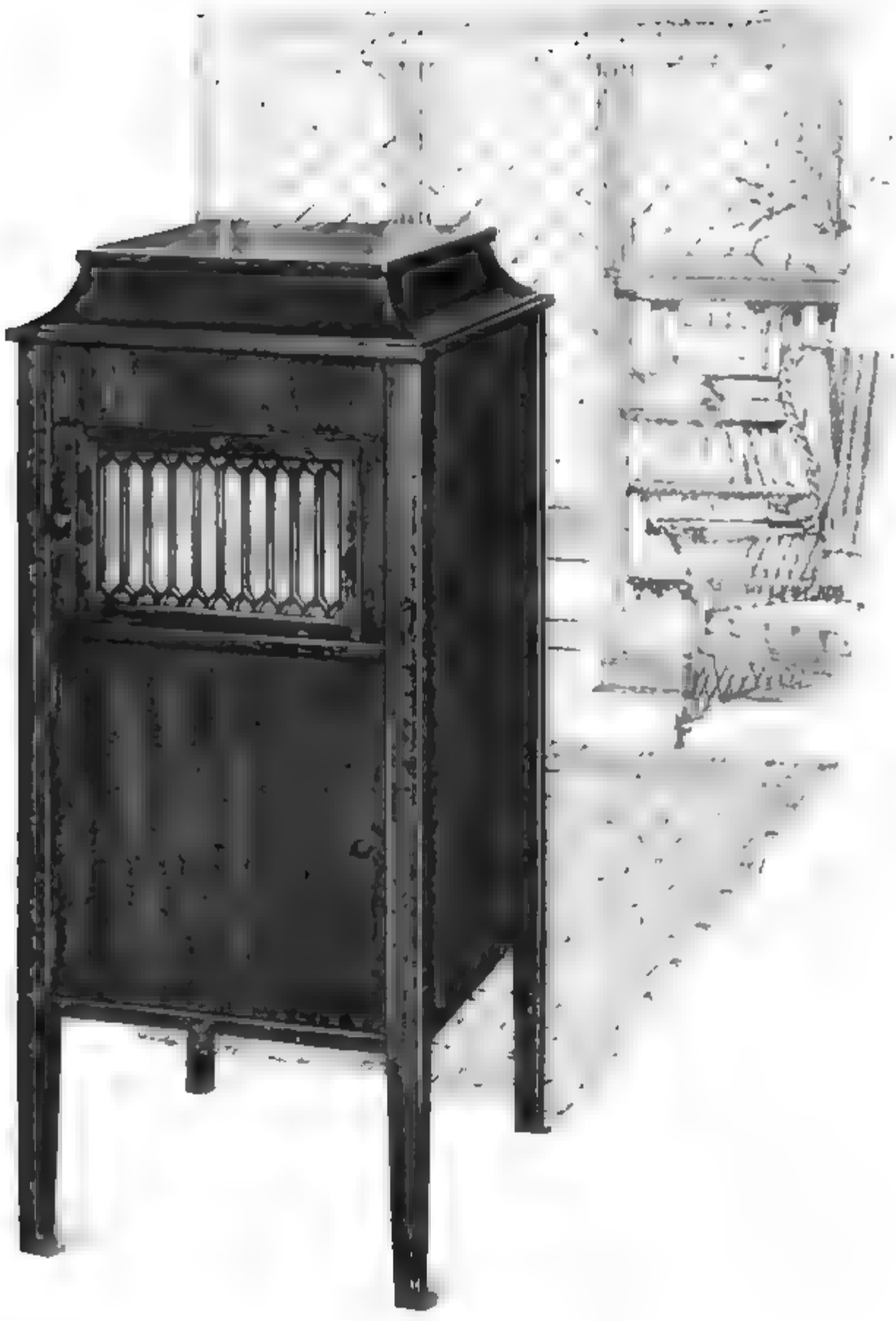
Motor: Multiple-spring, constant-speed, non-vibrating, equipped with speed regulator.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Aeolian-Vocalion Needles.

Note:—This model is *not* equipped with The Graduola

Style E *—Illustrated on opposite page. Prices, Oak or Mahogany, $50.*



SPECIFICATIONS

STYLE F

Cabinet Measurements: Height, thirty-nine and one-eighth inches; width, sixteen and three-quarter inches; depth, nineteen and three-quarter inches.

Case Woods: Selected Mahogany or Oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed regulator.

Vocalion Automatic Stop: Of an entirely novel and improved type; superior and simpler than any other on the market.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Aeolian-Vocalion Needles.

Record Space: Cabinet affords liberal space for record albums.

Note:— This model is *not* equipped with The Graduola

Style F—Illustrated on opposite page. Prices, Oak or Mahogany, $75.

SPECIFICATIONS

STYLE G-1

Cabinet Measurements: Height, forty-one and three-eighths inches; width, seventeen and seven-eighths inches; depth, twenty and five-eighths inches.

Case Woods: Selected Mahogany or Oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed regulator.

Vocalion Automatic Stop: Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Aeolian-Vocalion Needles.

Record Space: Cabinet affords liberal space for record albums.

THE GRADUOLA

This instrument is equipped with The Graduola, giving a most delicate and artistic control of tone. The Graduola is one of the most vital inventions in the history of the phonograph. It makes this great modern musical instrument a practical medium for personal musical expression.

Style G-1—Illustrated on opposite page. Prices, Oak or Mahogany, $100.

SPECIFICATIONS

STYLE H

Cabinet Measurements: Height, forty-four inches; width, nineteen and one-half inches; depth, twenty-one and five-eighth inches.

Case Woods: Fine Mahogany Veneer or selected quartered oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed-regulator.

Vocalion Automatic Stop: Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Aeolian-Vocalion Needles.

Record Space: Cabinet contains six record albums.

THE GRADUOLA

This instrument is equipped with The Graduola, giving a most delicate and artistic control of tone. The Graduola is one of the most vital inventions in the history of the phonograph. It makes this great modern musical instrument a practical medium for personal musical expression.

Style H — *Illustrated on opposite page. Prices, Oak or Mahogany, $150.*

SPECIFICATIONS

STYLE I

Cabinet Measurements: Height, forty-five and three-quarter inches; width, twenty and one-half inches; depth, twenty and three-quarter inches.

Case Woods: Fine Mahogany Veneer or selected quartered oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed-regulator.

Vocalion Automatic Stop: Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer: The Aeolian Improved Sound Box.

Needles: 200 Aeolian-Vocalion Needles.

Volunome: An additional means of tone-control making unnecessary a variety of needles.

Record Space: Cabinet contains eight record albums.

THE GRADUOLA

This instrument is equipped with The Graduola, giving a most delicate and artistic control of tone. The Graduola is one of the most vital inventions in the history of the phonograph. It makes this great modern musical instrument a practical medium for personal musical expression.

Style I—*Illustrated on opposite page. Prices, Oak or Mahogany, $200. This model will be made to order in special woods to match interior furnishings. Prices upon application.*

SPECIFICATIONS

STYLE J

Cabinet Measurements: Height, forty-seven and one-eighth inches; width, twenty-one and one-eighth inches; depth, twenty-one and five-eighth inches.

Case Woods: Mottled Mahogany Veneer or selected quartered oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed regulator.

Vocalion Automatic Stop: Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Aeolian-Vocalion Needles.

Volunome: An additional means of tone-control making unnecessary a variety of needles.

Record Space: Cabinet contains eight record albums.

THE GRADUOLA

This instrument is equipped with The Graduola, giving a most delicate and artistic control of tone. The Graduola is one of the most vital inventions in the history of the phonograph. It makes this great modern musical instrument a practical medium for personal musical expression.

Style J—*Illustrated on opposite page. Prices, Oak or Mahogany, $225. Circassian Walnut, $275. This model will be made to order in special woods to match interior furnishings. Prices upon application.*

SPECIFICATIONS

STYLE K

Cabinet Measurements: Height, forty-eight inches; width, twenty-three and one-half inches; depth, twenty-six inches.

Case Woods: Choice Mottled Mahogany Veneer or selected quartered oak.

Finish: Standard piano dull finish.

Motor: Multiple-spring, constant-speed, non-vibrating, and mounted free from contact with resonating parts. Equipped with speed-regulator.

Vocalion Automatic Stop: Of an entirely novel and improved type; superior to and simpler than any other on the market.

Reproducer: The Aeolian Improved Sound-Box.

Needles: 200 Aeolian-Vocalion Needles.

Volunome: An additional means of tone control making unnecessary a variety of needles.

Record Space: Cabinet contains nine record albums.

THE GRADUOLA

This instrument is equipped with The Graduola, giving a most delicate and artistic control of tone. The Graduola is one of the most vital inventions in the history of the phonograph. It makes this great modern musical instrument a practical medium for personal musical expression.

Style K—*Illustrated on opposite page. Prices, Oak or Mahogany, $300. Circassian Walnut, $350. This model will be made to order in special woods to match interior furnishings. Prices upon application.*

"Aeolian Vocalions in Art Styles are perfect musical instruments and exquisitely beautiful articles of furniture as well"

THE AEOLIAN-VOCALION

ART STYLES—AN INNOVATION IN PHONOGRAPH CONSTRUCTION

THE Aeolian Art Style Vocalions are de luxe instruments which in their beauty and artistic perfection as articles of furniture, and in their remarkable musical excellence can be compared only with those triumphs of design and fine instrument-making skill achieved in the Art Styles of Steinway and Weber Grand Pianolas and Pianofortes.

Aeolian Art Vocalions are the most perfect and delightful phonographs yet produced, and very fine specimens of cabinet-making art. Some of their striking case styles are original, some are based on authoritative examples of the periods or masters. But every one is a veritable masterpiece in design.

Consultation with regard to individual problems or requirements is invited, and estimates of cost of art cases will be submitted gladly.

On the following pages are shown a few of these very unusual and artistic special Vocalion cases which have been produced by our Department of Design.

NOTE: The instrument shown in the frontispiece opposite is Aeolian-Vocalion, Art Style Q-K (Sheraton). The price of this Vocalion is $1250. Estimates for instruments of similar design will be submitted upon request.

AEOLIAN-VOCALION

ART STYLE L

(*Standard*)

THIS very handsome design has the grace and beautiful proportion of a console. It has won a wide popularity. In finest, small-figured African Mahogany it is priced at $375, in Circassian Walnut at $425. Estimates of cost for designs similar in form will be furnished upon request.

Style L—Illustrated on opposite page.

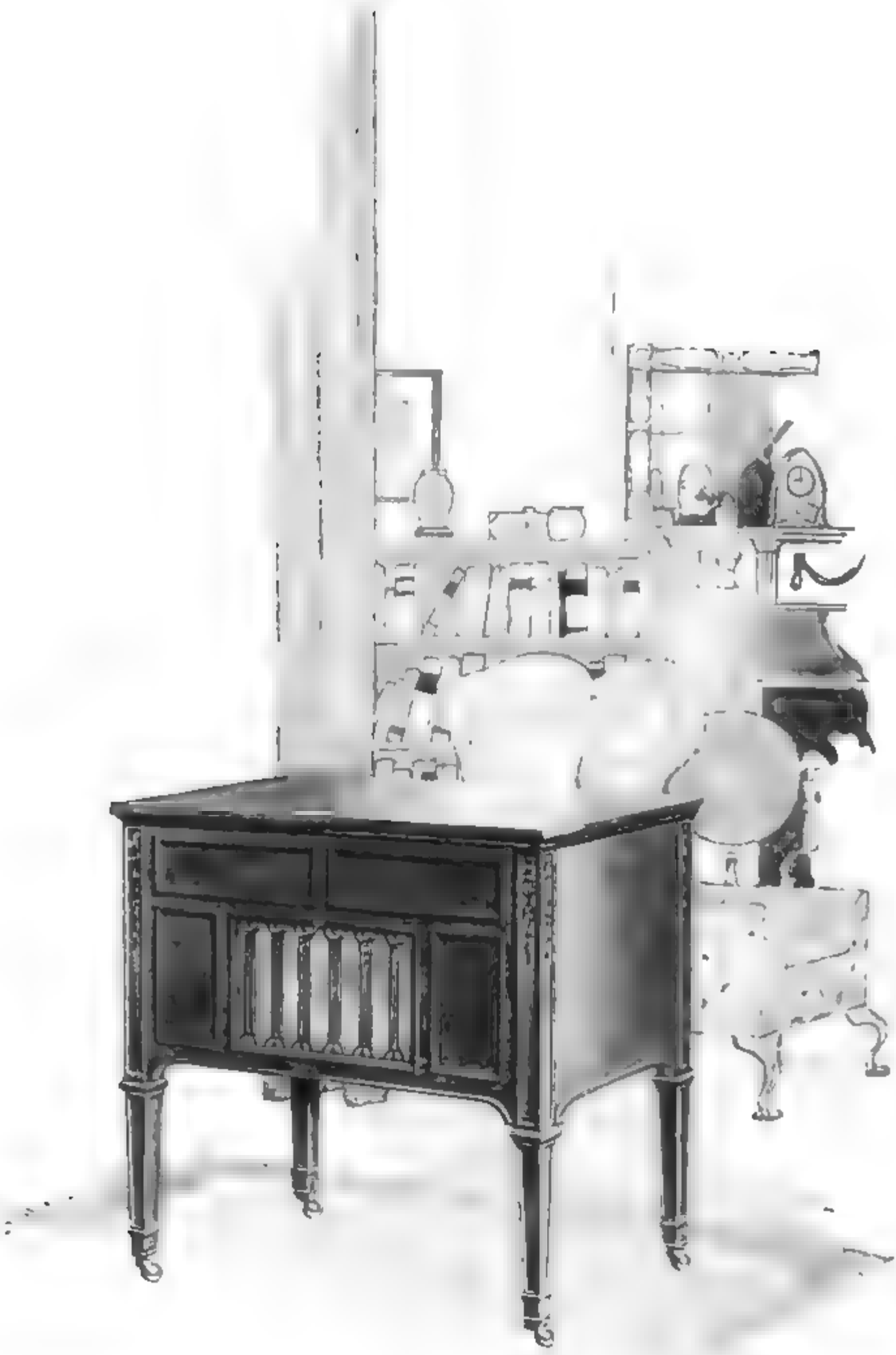
AEOLIAN-VOCALION

ART STYLE V-K

(Early English)

THIS is a striking and effective cabinet in the sturdy style of the "age of oak." It is practical, yet delightful in proportion and line. The instrument illustrated is priced at $450. Estimates of cost for duplicates of this instrument or for designs similar in form will be furnished upon request.

***Style V-K**—Illustrated on opposite page*



AEOLIAN-VOCALION

ART STYLE P-K

(Standard)

A VERY simple and beautiful design done in specially selected mahogany. A novel, interesting and very adaptable case style. The instrument illustrated is priced at $875. Estimates of cost for duplicates of this instrument or for designs similar in form will be furnished upon request.

Style P-K—Illustrated on opposite page

AEOLIAN-VOCALION

ART STYLE R

(Sheraton)

AN authoritative and very characteristic cabinet of the beautiful and classic Sheraton style. Case wood is the finest selected mahogany, of very handsome grain and texture. The instrument illustrated is priced at $1500. Estimates of cost for duplicates of this instrument or for designs similar in form will be furnished upon request.

Style R—Illustrated on opposite page.